

of similar quality are offered at lower prices than the Canadian products. Non-domestic sales were seen as a means for increasing the sales base of these costly productions.

- It was reported that foreign markets are considered to be important by magazine publishers but that they place priority on the following, in descending order:
  - renewing Canadian subscriptions,
  - developing new Canadian subscriptions,
  - developing international subscriptions.
  
- However, it was reported that interest in international markets is growing among publishers because Canadian mailing lists were said to be "wearing out".

#### Major Foreign Markets

- The United States and England were identified as the most likely potential markets for long-term subscribers. The following sub-sectors and specific product lines were identified as holding the most potential for international success:
  - Canadian studies programs and conferences,
  - literary magazines,
  - visual arts and native crafts magazines,
  - children's magazines,
  - nature publications,
  - feminist publications,
  - political alternatives' publications,
  - scholarly journals, and,
  - some news and opinion journals.